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# PUBLIC PARTICIPATION PLANS





# NECESSARY CRITERIA TO IMPLEMENT A CHANGE

- 1. Problem Awareness and Need for the Study**
- 2. Legitimate planning process**
- 3. Exchange of Information**
- 4. Tradeoff Analysis**
- 5. Acceptance of the Final Decision**



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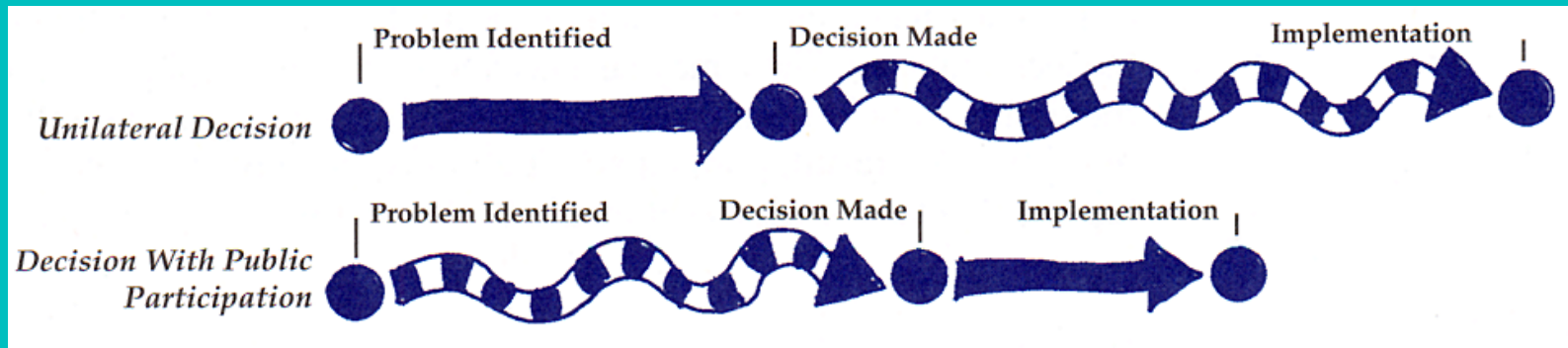
# THE RATIONALE FOR PUBLIC INVOLVEMENT

- **Improved quality of decisions by:**
  - **Anticipating public concerns and attitudes**
  - **Better problem definition**
  - **Full consideration of alternatives**
  - **Better understanding of why things “are the way they are”**



# THE RATIONALE

- Lessens Overall Cost and Prevents Latter Delays



- Plans are Implementable



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# DEVELOPING PUBLIC PARTICIPATION PLANS

## Three stages:

- Process appraisal
- Process design
- Implementation



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# PROCESS APPRAISAL

**Clarify the decision being made**



**Identify decision constraints and schedule drivers**



**Identify issues and stakeholders**



**Assess potential level of controversy**

**Identify the decision-  
process**



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# APPRAISAL PROCESS

- ✓ **Identified the Issues**
- ✓ **Identified Stakeholders Their Power and Level of Interest**
- ✓ **Matched Issues and Stakeholders to the Planning Process— P&G's Six Steps**



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# PROCESS DESIGN

**Identify the steps in the decision making process, and the schedule for completion**



**Link issues and stakeholders to the decision process**



**Analyze the exchange of information that should take place at each step in the planning process**



**Identify appropriate involvement techniques to meet the planning step objectives**



**Develop a plan integrating the techniques**





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# GOAL: By the Time We Select Techniques We Should Know...

- Who the stakeholders are
- What needs be accomplished with them at each step
- What we'll be doing with the information we learn from them





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# TECHNIQUE DEPENDS ON THE GOAL OF PUBLIC PARTICIPATION

## IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT

**INFORM**

**CONSULT**

**INVOLVE**

**COLLAB-  
ORATE**

**EMPOWER**

- |   |   |  |  |  |
|---|---|--|--|--|
| <ul style="list-style-type: none"><li>• Fact sheets</li><li>• Web sites</li><li>• Open houses</li></ul> | <ul style="list-style-type: none"><li>• Public Comment</li><li>• Focus Groups</li><li>• Surveys</li><li>• Public Meetings</li></ul> | <ul style="list-style-type: none"><li>• Workshops</li><li>• Deliberative Polling</li></ul> | <ul style="list-style-type: none"><li>• Citizen Advisory Committees</li><li>• Consensus Bldg</li><li>• Participatory Decision Making</li></ul> | <ul style="list-style-type: none"><li>• Citizen Juries</li><li>• Ballots</li><li>• Delegated Decisions</li></ul> |
|---|---|--|--|--|

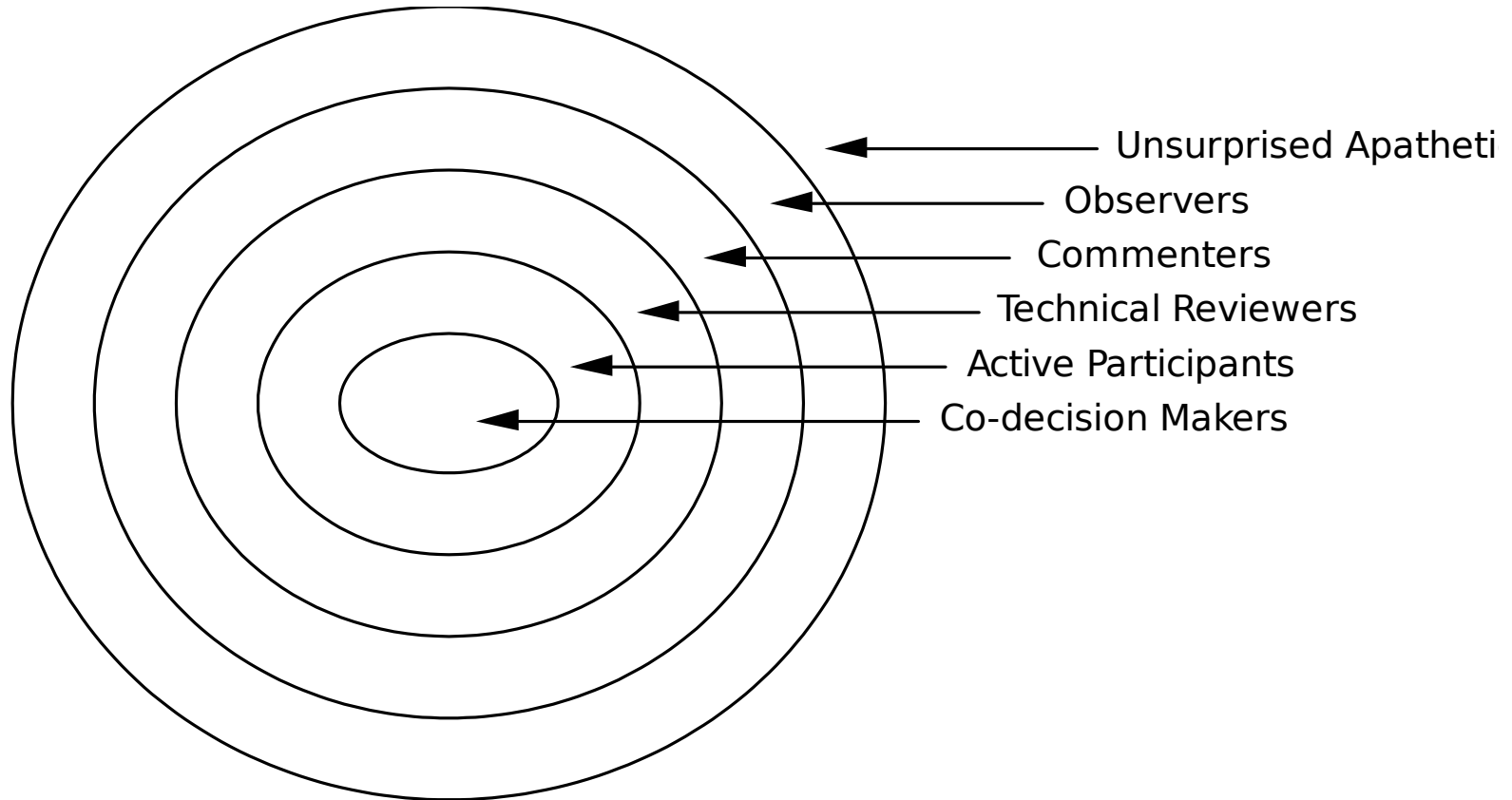
## Example Techniques

[www.iap2.org](http://www.iap2.org)



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# STAKEHOLDERS' ORBITS OF PARTICIPATION



**Key Issue: The closer to the center you are, the more influence you have on the decision, but the more time, energy and commitment of resources is required**



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# DIFFERENT ORBITS MAY BE INVOLVED IN DIFFERENT WAYS

ORBIT OF PARTICIPATION	POSSIBLE MECHANISMS
Co-decision makers	Interagency teams, partnering, negotiation
Active participants	Interactive workshops; advisory groups or task forces
Technical reviewers	Peer review processes. technical advisory committees
Commenters	Public meetings, comment periods
Observers	Newsletters, information bulletins, web pages
Unsurprised apathetics	Press releases; news stories



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# Exchange of Information: Public Participation Techniques (Appendix)

**To:** Informative Techniques

**From:** Participative Techniques

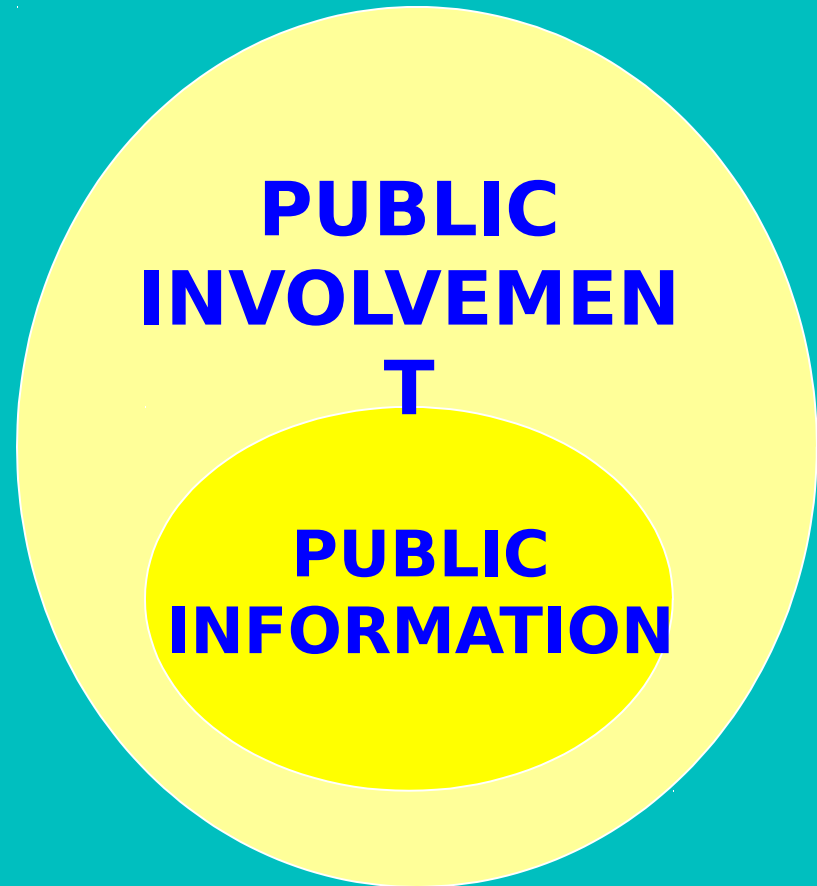
**Analyze the exchange of information that should take place at each step in the planning process**



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# A PUBLIC INVOLVEMENT PLAN INCLUDES PUBLIC INFORMATION

- Inside every good public involvement program is a good public information program
- Good public information is a necessary precondition, just not enough in-and-





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# INFORMATION TECHNIQUES

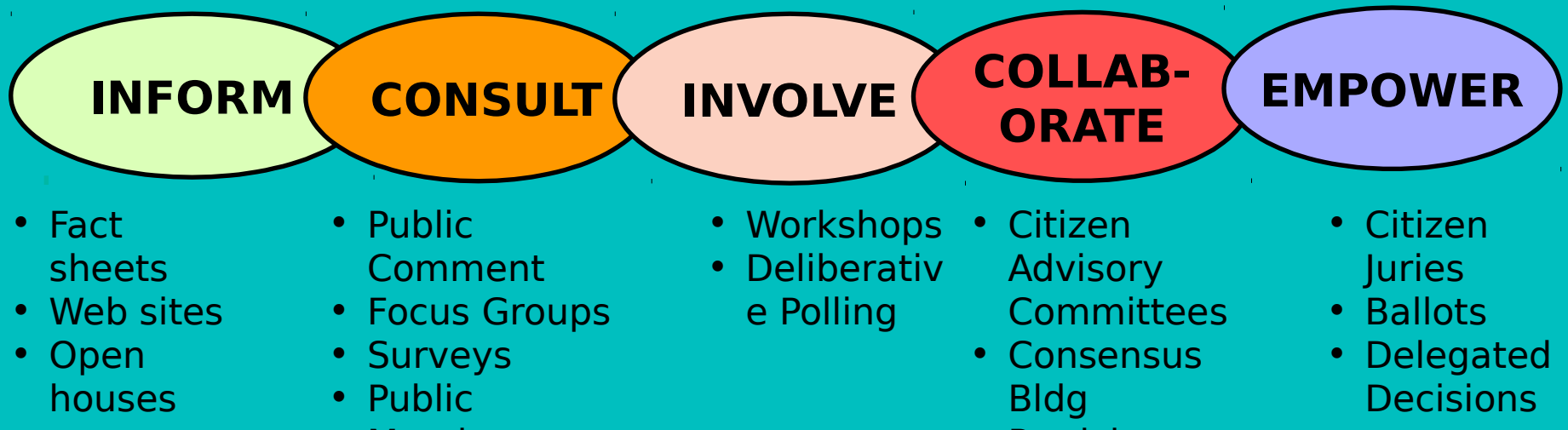
- Newsletters
- Fact sheets
- Newspaper inserts
- Public service announcements
- Paid advertisements
- Briefings
- News releases
- Press kits
- Exhibits/Displays
- Web pages
- Information repositories
- Mailings - e.g. report / study summaries
- Feature stories
- News conferences
- Speaker's bureau



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# PARTICIPATIVE TECHNIQUES

- **Advisory Groups/Task Force**
- **Web Page Feedback Forms**
- **Interviews**
- **Interactive Workshops**
- **Town Hall Meetings**







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# TECHNIQUE SELECTION REFERENCES

- **Your District/Division PAO**
- **USACE Conflict-Resolution Public-Participation Center of Expertise - (CPC)**  
[www.iwr.usace.army.mil/CPC](http://www.iwr.usace.army.mil/CPC)
- **Army Public Involvement Toolbox**  
[www.asale.army.mil/Public/IE/Toolbox/default.html](http://www.asale.army.mil/Public/IE/Toolbox/default.html)
- **Collaborative Planning Toolkit**  
[www.svp.iwr.usace.army.mil/CPToolkit](http://www.svp.iwr.usace.army.mil/CPToolkit)



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# POP QUIZ

**Information Techniques (Web Pages, etc.) are used to obtain input from stakeholders.**

- a. True**
- b. False**



# POP QUIZ

**Information Techniques (Web Pages, etc.) are used to obtain input from stakeholders.**

**b. False**

*Information techniques provide information to stakeholders, while Participation techniques obtain information from stakeholders*



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# IMPLEMENTATION

## Information & Participative Techniques are Planned - for Example:

- *Who Does Web Page Design?*
- *Who is Going to Lead and Where Will the Meetings be Held?*
- *Newsletter Content?*
- *How much will it Cost?*

## ...and Executed



# GROUP EXERCISE

- ✓ Identify appropriate information (to stakeholders) and participative (from stakeholders) techniques for each Stakeholder Orbit and Issue
- ✓ Organize techniques into the six-step Planning Process
- ✓ Present to the class



# GROUP EXERCISE: Identify and Organize Techniques

- ✓ Based on the stakeholder and issue, identify the information and participation techniques
- ✓ Organize these techniques into six-step process
- ✓ Some issues may need to be addressed at more than one step



# Select Techniques to Meet the Objectives

- Use various techniques to reach different stakeholders
- Techniques should accommodate the intended level of participation
- Use techniques tailored to the objective - *information* or *participation*: information TO/FROM